



**REQUEST FOR PROPOSALS**  
**For**  
**Branding & Marketing For Space Florida**  
**RFP-SF-40-0-2014/AO**

**Publication Date: May 15, 2014**

**Due Date: June 3, 2014**

Space Florida (“SF”) is dedicated to fostering the growth and development of a sustainable and world-leading aerospace industry in the State of Florida. SF promotes aerospace business development by facilitating business financing, spaceport operations, research and development, workforce development and innovative education programs. SF is an independent special district and a subdivision of the State of Florida and is governed by Part II of Chapter 331 of the *Florida Statutes*.

**Purpose:** SF is soliciting competitive written proposals from highly qualified brand consultancies to provide comprehensive brand development and marketing services to SF related to branding strategy, brand research and brand identity to design and implement strategic marketing campaigns in support of SF’s goals and objectives.

SF intends to select and contract with a vendor for an initial six (6) month period of performance and depending on the results generated during this period, may develop a long-term, multi-year relationship with the selected vendor for ongoing development and maintenance of the brand, as well as implementation of future strategic marketing campaigns.

**RFP Project Coordinator:** All vendor communications concerning this solicitation should be directed **in writing** to the RFP Project Coordinator listed below.

Name: Debbie Hebert  
Address: Space Florida  
505 Odyssey Way, Suite 300  
Exploration Park, FL 32953  
Telephone: 321-730-5301, Extension 256  
E-Mail: dhebert@spaceflorida.gov

*Prospective vendors shall not contact, communicate with, or discuss any matter relating in any way to this RFP with any SF employee or SF Board or Committee member, other than the RFP Project Coordinator. Any such communication initiated by a prospective vendor may be grounds for disqualifying the prospective vendor from consideration for award of this RFP.*



### **Scope of Work**

The selected vendor will develop an overarching branding strategy that encompasses both refining and strengthening the brand of SF within the commercial space marketplace, while also including in a cohesive way several additional elements and ongoing initiatives including SF's Space Tourism Marketing Plan, Exploration Park, SF facilities and other related elements. The vendor will be responsible for developing the strategy and implementing tactics to communicate and strengthen the brand externally to target businesses and consumers, as well as internally to SF stakeholders and staff.

The contract to be entered with the selected vendor will encompass three (3) general efforts. These three (3) efforts may be contracted together or separately with the selected vendor depending on the proposed approach of the selected vendor and negotiations to be completed between SF and the selected vendor.

**Brand Strategy Formulation-** The Brand Strategy Formulation effort of the resulting contract will include, but may not be limited to: Research, Brand Personality Definition and Brand Identity Development including refinement of existing SF brand elements and existing Space Tourism Marketing Plan brand elements and incorporation of these into a cohesive strategy that additionally encompasses other aspects of SF's business and is evolvable to accommodate future growth of the brand and addition of new elements. This effort will also include the creative development of brand identity elements and graphic standards such as logos, tag-lines and templates to be deployed across a wide range of media, collateral and ad placements to be further developed under the Content Development portion of the contract and purchased by SF through the selected vendor under the Brand Marketing Execution portion of the contract.

**Content Development-** The Content Development effort of the resulting contract will encompass creative development of content in support of the Brand Strategy and Brand Marketing Execution strategies which may include, but not be limited to: update/re-design and implementation of the SF website ([www.SpaceFlorida.gov](http://www.SpaceFlorida.gov)) and/or additional websites including the Exploration Park website ([www.ExplorationPark.com](http://www.ExplorationPark.com)), Space Tourism Marketing Plan Website ([www.WhereDreamsAreLaunched.com](http://www.WhereDreamsAreLaunched.com)) and others; building signage (internal and external); documents and presentations; templates; vehicle signage; email elements; collateral; office environmental designs; custom graphic design, art, photography, video production and multi-media.

**Brand Marketing Execution-** The Brand Marketing Execution portion of the contract encompasses development and/or refinement of a Strategic Marketing Campaign plan and execution of related media buys (including any required creative work or content development) to reach key target audiences including elements of SF's Space Tourism Marketing Plan and Strategic B2B Marketing



Campaigns to promote SF to the commercial space industry. All efforts related to the resulting contract must have a measurable impact and the selected vendor will be responsible for tracking and reporting a quantifiable return on investment for all marketing campaigns implemented in industry standard formats for reporting to key SF stakeholders.

The selected vendor will assign an account manager or similar single point of contact (POC) responsible for execution of the Scope of Work and delivery of assignments per a schedule to be agreed upon by both parties. The account manager or similar single POC shall be available for weekly update meetings in person at SF's offices in Exploration Park, Florida and be available as-needed to answer calls and return emails in a timely fashion throughout the length of the contract.

### **Contract Structure**

The intended structure of the contract with the selected vendor is a monthly retainer basis for the Brand Strategy Formulation and Content Development portions of the contract, with a fee percentage of the media buys made by SF through the selected vendor under the Brand Marketing Execution portion of the contract.

The initial period of performance for the resulting contract with the selected vendor is six (6) months with the option to extend as needed at the sole discretion of SF. Key Deliverables will be established with the selected vendor as part of the resulting contract that may include, but not be limited to, a monthly status report, a Branding Strategy document, Brand Identity elements document including graphic standards, specific content elements such as websites or other advertising content, a document outlining the planned media buys under the Brand Marketing Execution portion of the contract and regular reports defining the return on investment generated through all marketing campaigns. The selected vendor will invoice SF on a monthly basis for the previous month and provide copies of any and all deliverables for that month with each invoice. SF will issue payment on a net 30 day basis upon review and approval of Deliverables for each month.

### **Goals and Objectives**

SF was created in 2006 under Chapter 311 of the *Florida Statutes* to foster growth and development of a sustainable and world-leading aerospace industry in the State. SF's goal is to increase Florida's aerospace industry market share by partnering with others to attract, enable and invest in high growth commercial space businesses.



Today, the space industry is transitioning from traditional Government and Defense programs to an industry characterized by increased commercial customers and significant private investment into lean, nimble, risk-taking organizations that are developing innovative products and services in or for space. As this transition takes shape, SF is also evolving into a more commercially responsive organization that is positioned to capture market share of this growing industry in the State.

As part of this evolution, SF is seeking a comprehensive branding strategy to unite the growing list of elements under its purview into a single brand to elevate the State's presence in an increasingly competitive marketplace.

Additionally, the State of Florida has appropriated funds to SF of \$1.5 Million / year in Fiscal Years 2014 and 2015 for SF's Space Tourism Marketing Plan with the goals of increasing visitation to Florida and the Space Coast, establishing Florida as a premier location for Space Tourism and driving sales of Space Tourism flights in Florida. Space Tourism is space travel for recreational, leisure or business purposes. Engagement by the selected vendor on the Space Tourism Marketing Plan may include, but not be limited to, research, brand positioning and identity development (within the overarching branding strategy), media buying, promotional events, educational programs, publicity and communications. The plan also includes B2B campaigns designed to bring additional space tourism related businesses to the State of Florida.

In the near term, the Space Tourism Marketing Plan will focus on B2C elements to promote current space-related tourism destinations, attractions and activities to bring increased tourist visits to Florida and the Space Coast. The plan also encompasses B2B elements such as attracting the next generation of suborbital and orbital space tourism operators while promoting those operators already established in Florida, as well as B2C elements to establish Florida as the location of choice for spaceflight participants to embark on their space travel adventures and non-passenger tourists to become part of the experience with ground-based elements and attractions including launch viewing of space tourism flights.

### **Estimated Completion Date**

The initial period of the contract is expected to be 6 months commencing in July, 2014 and terminating in December, 2014. Based on performance of the vendor, SF may determine, in its sole discretion, to extend the contract beyond the initial period.



## INSTRUCTIONS TO VENDORS

**Deadline and Delivery of the Proposal:** All proposals must be received by the RFP Project Coordinator no later than 12:00 Noon. (EST) on June 3, 2014. Unless otherwise specified herein, proposals must be sealed in one package and clearly labeled “REQUEST FOR PROPOSALS FOR: BRANDING & MARKETING FOR SPACE FLORIDA, RFP-SF-40-0-2014/AO” on the outside of the package. Late proposals will not be accepted by the RFP Project Coordinator. Vendors accept all risks of late delivery of mailed proposals regardless of fault. Faxed and e-mailed proposals will be deemed non-responsive. They are to be sent to:

Space Florida  
Attn: Debbie Hebert, RFP Project Coordinator  
505 Odyssey Way  
Suite 300  
Exploration Park, FL 32953

**Local Laws and Requirements:** The vendor should become familiar with any local conditions, which may, in any manner, affect the services required. The vendor is required to carefully examine the RFP terms and to become thoroughly familiar with all conditions and requirements that may in any manner affect the work to be performed under the resulting contract. Prior to contracting with SF, owners of all forms of business doing business in the State of Florida, except sole proprietorships, must register with and be in good standing with the Florida Department of Corporations. A foreign corporation cannot transact business in the State of Florida until it obtains a certificate of authority from the Department of State.

**Withdrawal of Proposals:** A vendor may request a proposal be withdrawn from consideration prior to the date and time the proposals are due. Proposals that have been submitted to SF become a public record, subject to public record retention requirements.

**Preliminary Schedule:** These dates are estimates only and are subject to change by SF

Event	Date	Time (EST)
Announcement of RFP, published on SF's website & Demand Star	May 15, 2014	N/A
Question Submission Deadline*	May 23, 2014	12:00 Noon
Answers Posted	May 28, 2014	12:00 Noon
Proposals Due	June 3, 2014	12:00 Noon
Proposals Evaluated	June 3 – 5, 2014	
Notice of Presentations & Interviews in Fla. Admin. Register and on SF website; agenda posted on SF website	June 5, 2014	5:00 PM



Evaluation Presentation/Interviews	June 12, 2014	
Notice of Intent to Negotiate	June 13, 2014	N/A
Contract Negotiations	June 13 – 17, 2014	
Notice of Intent to Award	June 17, 2014	
Notice of Award	June 20, 2014	

\*All questions must be submitted by e-mail to the RFP Project Coordinator. All answers will be posted to the SF and Demand Star website.

**Submittal Instructions:** The proposal must be submitted on 8-1/2” X 11” paper, 12-point font. Vendors must submit five hard copies and one soft copy on compact disk in Microsoft Word (.doc) or Adobe Acrobat (.pdf) format.

The proposal is limited to (25) twenty five one-sided pages.

**Vendor’s proposal shall specifically identify and address and include, in the same order presented below, each of the following Sections A-G, including each subsection. If there is no information to present for a specific section or subsection, state the reason such as “not applicable” or “there is no information that we wish to present”. Failure to follow these instructions may result in a proposal being deemed non-responsive.**

**A. Title Page:** (1 page maximum) Identify the RFP subject, RFP number, name of vendor, vendor address, vendor phone and facsimile number, primary point of contact, primary point of contact’s title and e-mail address for receipt of notifications and date of submittal.

**B. Table of Contents:** (1 page maximum) Provide identification of the material by section and by page number.

**C. Letter of Transmittal:** (1 page maximum) The letter must be signed by a representative authorized to contractually bind the vendor, and include the title or authority of the representative. The letter shall not exceed two pages and it shall briefly state the understanding of the vendor regarding the work to be performed and make a positive commitment to perform the work within the specified time period. The following must be included:

1. Type of business (sole proprietorship, partnership, corporation, etc.)
2. State of incorporation.
3. Headquarters location and whether offices are located in the State of Florida, and if so, where.
4. The names and contact information of the persons who will be authorized to make representations for the vendor.

**D. Qualifications and Relevant Work:** (6 pages maximum) Experience and qualifications of the firm:



1. Give a brief history of the organizational structure of the firm, including the organization's inception. Indicate number of employees, and identify if the firm has a minority, women, and/or service disabled veteran business status with the State of Florida.
2. Provide proof of legal entity and authorization to do business within the State of Florida.
3. Provide information on current or past performance in similar activities. Include three (3) specific references with appropriate contact information, period of performance for specific engagement, and the value of services performed.
4. Indicate financial wherewithal and stability of firm.
5. Indicate any potential conflicts of interest with SF or at the vendors firm, office, or engagement team level.
6. Describe the firm's single distinctive competency compared to other firms and include the three top factors which the vendor believes are key for a successful relationship.
7. Outline the proposed teaming arrangement, listing all team members and outlining how the team will be structured. State if the work will be performed using solely in-house resources.

**E. Key Personnel:** (4 pages maximum) Provide biographies of proposed project lead and other key members of the staff that will be assigned to this effort. The biographies shall include their position, years of experience and similar success to SF's requirements.

1. Include background and experience of the account manager or similar single POC responsible for execution of the Scope of Work and delivery of assignments. The account manager or similar single POC shall be available for weekly update meetings in person at SF's offices in Exploration Park, Florida and be available as-needed to answer calls and return emails in a timely fashion throughout the length of the contract.
2. Include total number of staff available for this project and number or percentage of staff dedicated to the following areas: marketing research, brand strategy formulation, brand plan development, copy writing, creative development, media planning/buying and account management.

**F. Approach to RFP:** (5 pages maximum) The vendor shall clearly describe the proposed approach to providing the Scope of Work described above.

**G. Sample Work:** (3 pages maximum) As part of the proposal, proposing vendors shall submit a custom sample of work related to the goals of the contract in the form of an advertisement for a hypothetical company that provides Space Tourism flights in Florida. Space Tourism is space travel for recreational, leisure, or business purposes. The advertisement should be intended to sell tickets to space from Florida by the hypothetical Space Tourism operator. As





part of the Sample Work, the vendor should propose the most effective form of media and placement based on an assumed hypothetical budget of \$200K for this advertisement.

Proposing vendors are expected to perform individual research from publically available information regarding Space Tourism for background information and may further utilize the Tauri Group’s “Suborbital Reusable Vehicles: A 10-Year Forecast of Market Demand” study for additional research and background which is available on SF’s website at the following link: <http://www.spaceflorida.gov/docs/misc/srvs-10-year-forecast-of-market-demand-report.pdf>. Relevant portions of the Tauri Group’s “Suborbital Reusable Vehicles: A 10-Year Forecast of Market Demand” study including description and research of target customers for Space Tourism are in the “Commercial Human Spaceflight” section on Pages 21-36 of the report.

The sample work is intended to showcase an example of the vendors’ approach to branding and marketing strategy, creative ability and willingness to research and understand the Space Tourism industry segment. The sample work does not need to be production quality. Evaluators will place the most weight on the vendor’s ability to understand and convey the intended concept of Space Tourism in Florida and the proposed approach for placement of the advertisement within a set budget. The vendors may wish to include elements such as a visual representation of Space Tourism in Florida, a tagline, or basic logos for the hypothetical firm.

**H. Pricing of Services:** (2 pages maximum) As part of their proposal, vendors bidding on the work shall include in their proposal the cost of the monthly retainer including how this cost was developed such as a breakdown between the Brand Strategy Formulation and Content Development efforts of the contract, as well as the number of hours for each function that the vendor is committing to SF for each effort and hourly rates for each function. This information shall be presented in a format similar to the example set forth in Table A.

While the breakdown of the proposed monthly retainer will be used for evaluation purposes, it is not the intent of the resulting contract to hold to specific numbers of hours for specific functions within the retainer, as the selected vendor should be flexible and available as needed to support SF’s efforts while under retainer.

SF anticipates the effort to require between 200-400 hours/month during the initial period of performance, but requests that proposing agencies propose a specific level of effort required to accomplish the tasks identified herein as part of their proposed approach.

The vendor should also clearly identify that the functions required in this Scope of Work are included in their retainer, while noting any functions or scope that would fall outside of the retainer and propose a pricing structure for accomplishing these including hourly rates or fixed fees as applicable.

**Table A: Monthly Retainer Cost Breakdown**





		Average hours/month	Rate/ hour	Total
<b>Brand Strategy Development</b>				
	<i>Function 1 (e.g. Account Manager)</i>	h	\$	\$
	<i>Function 2 (e.g. Creative Director)</i>	h	\$	\$
	<i>Function 3 (e.g. Copy Writer)</i>	h	\$	\$
<b>Content Development</b>				
	<i>Function 1 (e.g. Account Manager)</i>	h	\$	\$
	<i>Function 2 (e.g. Creative Director)</i>	h	\$	\$
	<i>Function 3 (e.g. Copy Writer)</i>	h	\$	\$
<b>Additional Expenses</b>				\$
	<b>Totals</b>	<b>H</b>	<b>\$</b>	<b>\$</b>

Proposing vendors must also propose a percentage based fee for managing and purchasing all marketing campaign placements under the Brand Marketing Execution portion of the contract, as well as any creative development required to produce content for marketing campaign placements, as shown in Table B. SF anticipates making between \$700,000 - \$1.0 Million in placements during the initial period of performance. The exact value of media buy will depend on the total contract value with the selected vendor and other factors including availability of appropriated funding.

**Table B: Media Buys**

Commission on Media Buys	%
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- I. Additional Data:** (2 pages maximum) Since data not specifically requested should not be included in the foregoing proposal sections, provide any additional information considered to be helpful in the selection process in this section.

## Selection Process

### Level 1: Proposals

All proposals received will be evaluated based on the selection criteria defined herein and the proposing vendors will be ranked from highest to lowest based on the results with a corresponding Level 1 score (out of 100 possible points) for each vendor. The top three (3) ranked vendors from Level 1 will move on to Level 2 of the Selection Process.



## **Level 2: Presentations**

The top three (3) ranked vendors from Level 1 will prepare and present to the SF selection committee in person at SF's offices in Exploration Park, Florida, a presentation consisting of an overview of the vendors' proposed approach, qualifications and examples of relevant work and demonstrated success as well as any other relevant information not included in the proposals.

The presentation shall also include a description or pitch of the vendors' sample work produced for this proposal- the advertisement for a hypothetical Space Tourism provider in Florida. The description or pitch of the sample work should include background on the results of research and approach to the campaign, rationale for decisions made in the development of the sample and description and rationale for the selected media and placement of the advertisement and expected results of the hypothetical campaign.

**The account manager or similar single point of contact that will be assigned to the project throughout the duration of the contract must be present for and involved in the presentation.** Presentations will be limited to one (1) hour each.

All presentations will be evaluated based on the selection criteria defined herein and assigned a corresponding Level 2 score (out of 100 possible points). The Level 2 score for the presentations shall be added to the Level 1 score for the proposals to produce an overall combined score (out of 200 possible points) for each of the three vendors that were selected to move to Level 2 of the evaluations. The vendor with the highest combined score shall be selected as the winning bidder and enter contract negotiations with SF for the scope of services defined in this RFP.

## **Selection Criteria**

### **Level 1: Proposal Evaluation**

Qualifications and Relevant Work (25%)  
Key Personnel (15%)  
Approach to RFP (10%)  
Sample Work (30%)  
Pricing of Services (20%)

### **Level 2: Presentation**

Presentation (100%)



**Right to Reject Proposals:** SF reserves the right to make an award it determines to be in its best interests or to reject any and all proposals. Further, SF, in making its award decision, retains the authority to waive what it considers to be minor irregularities in the proposal or to seek clarification on certain issues from any vendor submitting a proposal. Failure to provide requested information may result in the rejection of the proposal.

**Notice of Intent to Award:** The Notice of Intent to Award will be posted on the SF and Demand Star website.

**Disputes:** Failure to file a protest within the time prescribed in subsection 120.57(3) of the *Florida Statutes* or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120 of the *Florida Statutes*.

**Property of SF:** All information submitted by vendor will become part of the project file and, unless otherwise exempt or confidential in accordance with Florida law, will become a public record. All proposals and accompanying documentation will become the property of SF and will not be returned.

**Trade Secrets and Proprietary Confidential Business Information:** Trade secrets and proprietary confidential business information are not solicited, nor desired, as information to be submitted with proposals. The *Florida Statutes* and the State Constitution govern whether information in a proposal is confidential or exempt from the Public Records Act. If information is submitted in the proposal which the vendor deems to be a trade secret or proprietary confidential business information under the provisions of Section 288.075 of the *Florida Statutes*, or any other *Florida Statutes*, the information shall be submitted with the proposal in a **separate, clearly marked envelope referencing the specific statutory citation for such exemption.** Submitted proposals which are marked “confidential” (or other similar language) in their entirety, or those in which a significant portion of the submitted proposal is marked “confidential” may be deemed non-responsive by SF. SF is not obligated to agree with the vendor’s claim of an exemption and, by submitting a reply or other submission, the vendor agrees to be responsible for defending its claim that each and every portion of the separately marked information is exempt from inspection and copying under the Public Records Act. The vendor agrees that it shall protect, defend, and indemnify, including attorney’s fees and costs, SF for any and all claims and litigation (including litigation initiated by SF) arising from or relating to vendor’s claim that the separately marked portions of its reply are not subject to disclosure. If the vendor fails to separately mark portions of its proposal, SF is authorized to produce the entire document, data or records submitted by the vendor in responding to a public records request for these records.

**Compliance with Laws:** Vendor shall comply with all laws, rules, codes, ordinances, licensing and bonding requirements that are applicable to this RFP and the conduct of vendor’s business, including those of Federal, State, and local agencies having jurisdiction and authority. By way of non-exhaustive example, the vendor shall comply with the Florida Sunshine Law and Public



Records Act, Immigration and Nationality Act, the Americans with Disabilities Act, and all prohibitions against discrimination on the basis of race, religion, sex, creed, national origin, handicap, marital status, or veteran's status.

**Convicted Vendors:** Vendor affirms that it is aware of the provisions of Section 287.133(2)(a) of the *Florida Statutes* and that at no time has vendor been convicted of a public entity crime.

**Discriminatory Vendors:** Vendor affirms that it is aware of the provisions of Section 287.134(2)(a) of the *Florida Statutes*, and that at no time has vendor been placed on the discriminatory vendor list.

**Vendor's Representation and Authorization:** In submitting a proposal, the vendor understands, represents, and acknowledges the following (if the vendor cannot so certify to any of following, the vendor shall submit with its proposal a written explanation).

1. The vendor is not currently under suspension or debarment by the State or any other governmental authority.
2. The vendor, its affiliates, subsidiaries, directors, officers, and employees are not currently under investigation by any governmental authority and have not in the last ten years been convicted or found liable for any act prohibited by law in any jurisdiction, involving conspiracy or collusion with respect to proposing on any public contract.
3. The vendor has no delinquent obligations to the State, including a claim by the State for liquidated damages under any other contract.
4. The proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
5. The prices and amounts in the proposal have been arrived at independently and without consultation, communication, or agreement with any other Vendor or potential Vendor; neither the prices nor amounts, actual or approximate, have been disclosed to any Vendor or potential Vendor, and they will not be disclosed before the opening of the proposals.
6. Neither the vendor nor any person associated with it in the capacity of owner, partner, director, officer, principal, investigator, project director, manager, auditor, or position involving the administration of federal funds:
  - a. Has within the preceding three years been convicted of or had a civil judgment rendered against them or is presently indicted for or otherwise criminally or civilly charged for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a Federal, State, or local government transaction or public contract; violation of Federal or State antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; or
  - b. Has within the preceding three years of this certification had one or more Federal, State, or local government contracts terminated for cause or default.

**Vendor's Cost to Develop Proposal:** Costs for developing proposals responsive to this RFP are entirely the obligations of the vendor and shall not be chargeable in any manner to SF.